Sponsorship Package
2022 ANÉA-ASNA Convention
January 14 -16

Redefining Our Reality
Our Convention

The 2022 Convention Committee is proud to present the 32nd annual ANÉA-ASNA Actuarial Science Conference. For the past thirty-one years, our actuarial community of academics, professionals and industry leaders have come together for North America’s largest Actuarial job convention known as the “ASNA Convention”. The convention is the only time of year where Canada’s brightest actuarial talent gathers to an outstanding venue to network, interview, and talk actuarial. It is a special event that neither an actuarial firm nor student would want to miss.

COVID-19 Update

As of this moment, we are preparing for a virtual and in-person convention simultaneously. We will make our final decision on this topic this fall when public health measures are more rigid. During this unprecedented time, ANÉA-ASNA is fully committed to upholding a high level of professionalism while bringing you a high quality virtual convention experience complete with the variety of customizable sponsorship opportunities to engage with aspiring actuaries that the Conference has come to be known for over the past three decades.

Our Vision

To see our sponsors and attendees leave with great success. Whether you are looking for a job, presenting a hot topic, hiring students, or simply trying to learn more about the field, we want this to be an eye-opening experience for all. The 2021 virtual convention experience has put the ANÉA-ASNA team in a great position to host an amazing virtual or in person event.
Convention Statistics

2021 Student Attendance By Year of Study

- 2017: 600
- 2018: 611
- 2019: 620
- 2020: 654
- 2021: 658

Student Attendance Per Year

- First Year Students: 24%
- Second Year Students: 28%
- Third Year Students: 35%
- Fourth Year Students and Above: 13%
The 2022 Convention

This year our theme is “Redefining our reality”. Once again, Canada’s top actuarial talent will congregate with the nation’s leading actuarial employers to talk about our science. A variety of seminars will be held by employers and distinguished guests of different industries across the discipline for students of the conference to question the new working world we now call "normal". Our 32nd Convention will explore the new risks that have come to the surface in a COVID-19 world, and others that may have faded.

Sponsor Testimonials From the 2021 Convention

Lillian Foroozandeh
- Ontario Teachers’ Pension Plan

“Great support and communication leading up to the event. The platform is intuitive and there is a great selection of candidates”

Joanne Ramnarine
- LifeWorks

“I appreciate the ASNA reps taking the time to do a walkthrough of the platform, and they were very responsive on the tech support chat.”

Michael Stinchcombe
- Canada Life

“Our seminar was well organized and the ASNA team was very adaptable to switching my topic last minute for the CIA. I think it was a great first virtual conference.”
# Tentative List of Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mingling Party *</td>
<td>Seminars</td>
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<tr>
<td>Networking 101 Seminar</td>
<td>Student Interactive Session</td>
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<tr>
<td>Meet and Greet Event</td>
<td>Tea Ceremony</td>
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<tr>
<td>Career Fair</td>
<td>Nationwide Case Competition</td>
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<tr>
<td>Professional Panel</td>
<td>Gala Ceremony</td>
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<tr>
<td>Opening Ceremony</td>
<td>Social Night</td>
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<tr>
<td>Cultural and Trivia Night *</td>
<td>Private Networking</td>
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<tr>
<td>** Interviews **</td>
<td>(replacing Private Breakfasts)</td>
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<tr>
<td>** Coffee Connections **</td>
<td>Après-Event</td>
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<tr>
<td></td>
<td>Luncheon</td>
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* These events can be replaced by a private networking opportunity for the sponsor

** Should the sponsor wish event can be scheduled by ASNA
The ANÉA-ASNA convention promotes sustainable partnerships by building brand strength and helping employers recruit Canada’s strongest actuarial talent.

The ongoing success of the ANÉA-ASNA convention is largely due to the tremendous support of our sponsors. As a not-for-profit organization, every sponsor plays an integral role in ensuring the continued success of each ANÉA-ASNA convention. In response, we offer a unique experience for students, employers and the extended actuarial community.

**Sponsor Perks**

- Coffee connections
- Private interviews
- Private networking sessions
- Advertise your business in front of industry leaders
- Increased exposure through events, multimedia online platforms, webinars and ANÉA-ASNA newsletters
- Opportunity to meet, network with, and recruit top actuarial students studying across Canada
Sponsorship Opportunity

Interactive Games

Companies will have the opportunity to host customizable events, available to all students to participate. This is an opportunity for employees to connect with students in an immersive environment and for students to learn more about their company.

Seminars

Silver level sponsors and above are invited to bring a guest speaker to our virtual convention. Seminars are an integral part of the convention, providing students with insights on the actuarial profession and the future of their career.

Interviews

One of the top priorities of the ANÉA-ASNA convention is to match employers with their ideal candidates. Private rooms will be reserved on Saturday and Sunday for sponsors interested in conducting interviews. Over 340 interviews took place at ANÉA-ASNA 2021 with 33 companies.

Career Fair

The career fair is ASNA’s flagship event. This is the time where students and recruiters connect, talk business and exchange resumes. There are two sessions where recruiters set up booths and welcome in 600+ of Canada’s strongest actuarial talent. Certainly, one of our profession’s most special events of the year.

Coffee Connections

Employers will select a group of candidates to join their representatives for virtual coffee chats. Coffee Connections are an excellent opportunity to make personal connections and identify potential hires. ASNA has averaged 150 coffee connections with 28 companies over the past decade of conventions.
We offer a variety of key events, which may be sponsored exclusively by companies looking to enhance their ANÉA-ASNA experience through further involvement. These events give our partners additional marketing exposure and greater opportunity for personal interaction. If your company is interested in sponsoring one of the events outlined below, please let us know.

### List of Events

#### Diamond

- Opening / Tea / Gala Ceremony
  These ceremonies bring together all students and sponsors. SOs will be given the opportunity to present to all ASNA attendees.

- Career Fair
  In addition to sponsorship to the Career Fair, SO will have priority booth placement selection.

- Nationwide Case Competition
  Top teams from universities will compete against each other in an actuarial case study. SO will have the opportunity to assist with this event as both a facilitator and/or judge.

- Social Night
  This event involves a multitude of social activities led by SO representatives in a branded space. Note that this event can be accommodated in both virtual and in person space.

- Apres-Event
  SO will have a chance to network with students during a casual gathering in a branded space before students leave the convention. Note that this year, the SO will have the option to convert this event into a timed private networking session.

#### Gold

- ASNA Meet & Greet
  This event provides SO representatives the opportunity of hosting an informal networking session between SO representatives and attendees.

- Mingling Party
  The event kicks off the convention week with a fun, informal environment for students and the SO representatives to interact with each other. SO may lead various games and activities, and network with students.

- Professional Panel
  SO will act as a moderator and leader for the Professional Panel.

- Student Interactive Session
  Collaborate with attendees on a more personal level through exclusive networking activities, led by SO representatives.

- Private Networking or Private Breakfast
  Networking opportunity for up to 60 people including company representatives and selected candidates.
In Person Convention

Toronto, Ontario
The Westin Harbour Castle
Actuarial Students’ National Association
January 14 -16, 2022
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Convention Benefits</th>
<th>Marketing Benefits</th>
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<tbody>
<tr>
<td><strong>Diamond</strong></td>
<td>+ All Gold Convention Benefits + Exclusive sponsorship of one Diamond event + Exclusive sponsorship of one additional seminar + One representative at the professional panel</td>
<td>+ All Gold Marketing Benefits + Special feature of your organization in the ASNA newsletter</td>
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<tr>
<td>$9500</td>
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<tr>
<td><strong>Gold</strong></td>
<td>+ All Silver Convention Benefits + Exclusive sponsorship of one Gold event</td>
<td>+ All Silver Marketing Benefits</td>
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<tr>
<td>$7000</td>
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<tr>
<td><strong>Silver</strong></td>
<td>+ All Bronze Convention Benefits + Exclusive sponsorship of one seminar</td>
<td>+ All Bronze Marketing Benefits + Organization logo on T-Shirts and all marketing content (i.e. pamphlets, posters)</td>
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<tr>
<td>$4500</td>
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<tr>
<td><strong>Bronze</strong></td>
<td>+ One exhibition table provided at Career Fair + Option to hold Interview Sessions and/or Coffee Connections</td>
<td>+ All Partner Marketing Benefits + Reserved publicity section in the ANÉA-ASNA newsletter (distributed to 1500+ students) and a special mention of each sponsor at the end of each ASNA webinar + Receive electronic copies of student resumes</td>
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<tr>
<td>$2800</td>
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<tr>
<td><strong>Partner</strong></td>
<td></td>
<td>+ Reserved publicity section in the ANÉA-ASNA newsletter (distributed to 1500+ students) and a special mention of each sponsor at the end of each ASNA webinar</td>
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<td>$1000</td>
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Virtual Convention

Hopin & Gatherly

Actuarial Students’ National Association

January 14 -16, 2022
This year, we are revamping our virtual events platform in case of a virtual convention. Hopin is a virtual venue with multiple interactive areas that are optimized for students to connect with sponsors. Hopin is scalable and can handle hundreds of students attending ASNA with ease. The platform closely replicates the in-person experience that ANÉA-ASNA Convention has become known to offer with the option for additional branding and engagement opportunities. In addition to all these functionalities, some additional benefits for sponsors this year is the ability to access the attendee contact list, event data and analytics, event recordings/transcripts for content repurposing, and a digital event bag. With these new analytical capabilities, sponsors can quantify and target their engagement!
ANÉA-ASNA’s renowned career fair will be hosted through the Gatherly platform. Gatherly resolves this by offering a seamless area that allows attendees to walk around and network freely, replicating the in-person career fair experience. Students can spontaneously join 1-on-1 and group video calls which makes it ideal for networking sessions. As we prepare for both an in-person and virtual convention while closely monitoring pandemic guidelines, the convention team promises an immersive virtual environment where you can connect, engage and captivate hundreds of attendees.
## Sponsorship Levels

### Diamond
- $4750
- All Gold Convention Benefits
- Exclusive sponsorship of one Diamond level event
- Exclusive sponsorship of one additional seminar
- One representative at the professional panel
- Central booth location in virtual career fair
- Logo featured in virtual platform
- All Gold Marketing Benefits
- Special feature of your organization in the ASNA newsletter

### Gold
- $2750
- All Silver Convention Benefits
- Exclusive sponsorship of one Gold level event
  in a branded virtual room
- Sponsored push notifications to attendees
- All Silver Marketing Benefits

### Silver
- $2000
- All Bronze Convention Benefits
- Exclusive sponsorship of one seminar
- Logo featured in promotional welcome video
  upon entering the virtual lobby
- All Bronze Marketing Benefits
- Organization logo on all marketing content (i.e. pamphlets, posters)

### Bronze
- $1300
- One exhibition table provided at virtual Career Fair
- Option to hold Interview Sessions and/or Coffee Connections
- All Partner Marketing Benefits
- Reserved publicity section in the ANÉA-ASNA newsletter
  (distributed to 1,500+ students)
- A special mention of each sponsor at the end of each ASNA webinar
- Receive electronic copies of student resumes
- Recognition in ANÉA-ASNA website and social media platforms
- Online promotions via ANÉA-ASNA website and social media platforms
- Sponsorship of gift prizes in various promotional initiatives (i.e. social media contests)

### Partner
- $500
- Recognition in ANÉA-ASNA website and social media platforms
- Online promotions via ANÉA-ASNA website and social media platforms
- Sponsorship of gift prizes in various promotional initiatives (i.e. social media contests)
Past Participants

Students

Carleton University
Concordia University
Dalhousie University
McGill University
McMaster University
Memorial University of Newfoundland
Queen’s University
Ryerson University
Saint Mary’s University
Seneca College
Simon Fraser University
St. Francis Xavier University
Université de Montréal
Université de Québec a Montréal
Université Laval
University of Alberta
University of British Columbia
University of Calgary
University of Carleton
University of Manitoba
University of Prince Edward Island
Université de Québec
University of Regina
University of Toronto
University of Tampa Bay
University of Waterloo
University of Western Ontario
Washburn University
Wilfrid Laurier University
Windsor University
York University

Convention Sponsors

ACTEX Learning
American Academy of Actuaries
Aon
Assumption Life
Aviva Canada
Buck Canada HR Services Ltd
CAAT Pension Plan
Canada Life
Casualty Actuarial Society
Canadian Institute of Actuaries
Coaching Actuaries
Deloitte
Desjardins General Insurance Group
Echelon Assurance
Economical Insurance
Elliott Bauer
Ernst & Young
Foresters Financial
Hannover RE
iA Financial Group
IABA
Intact
KPMG
LifeWorks
Manulife
Masters of Financial Insurance
- U of T
Mercer
Milliman
Moody’s Analytics
Munich Re
NBFC
Normandin Beaudry
Ontario Teachers Pension Plan
Optimum Actuarial Consulting
PartnerRe
RGA
RSA
RSM Canada LLP
SCOR
Society of Actuaries
Sun Life Financial
Swiss Re
TD Insurance
The Co-operators
The Infinite Actuary
UPEI
Wawanesa
Willis Towers Watson